

IRU BUS EXCELLENCE AWARD 2013

Buses and Coaches – the Smart Move

**Busbud:
Reinventing Bus Travel Worldwide**



WHO WE ARE

Much like Kayak does for air travel, Busbud looks to be one-stop shop for bus travellers worldwide. The Busbud [website](#) and free [mobile application](#) give travelers easy access to intercity bus travel information and ticket purchases on the go, and gathers intercity bus schedules for 4379 cities in 66 countries, in 10 languages and 15 currencies.

OUR MISSION

Our goal is to make bus travel easier for tourists and locals around the world, by providing travellers with the most comprehensive access to worldwide bus schedules and ticketing. In a nutshell, we allow them to get bus travel information and book tickets online, on the go, in their own currency and their own language.

We are “Your Worldwide Bus Travel Companion”, and are proud to promote bus travel by making easier for travellers worldwide to do the right thing.

HOW IT ALL STARTED

In early 2011, Busbud co-founder and CEO Louis-Philippe Maurice backpacked for several months through South America on an eye-opening journey from the southern tip of Argentina to the mountains of Peru. Throughout these travels, Louis-Philippe had a difficult time finding trusted sources for bus travel information. Online research often led him to outdated bus company sites in a foreign language. In-person experiences at bus terminals were similarly frustrating.

“There must be an easier way to find accurate bus information when you travel.”

Now there is.



WHAT WE DO: SIMPLIFY BUS TRAVEL WORLDWIDE

International travellers wishing to travel by bus are currently faced with a series of obstacles.

First of all, the bus and coach transport market being highly fragmented, travellers must consult multiple sources of information in order to compare, find, choose and book the right bus ticket. To add to this common frustration, bus carrier websites often lack in user-friendliness, and very few are easily available on mobile.

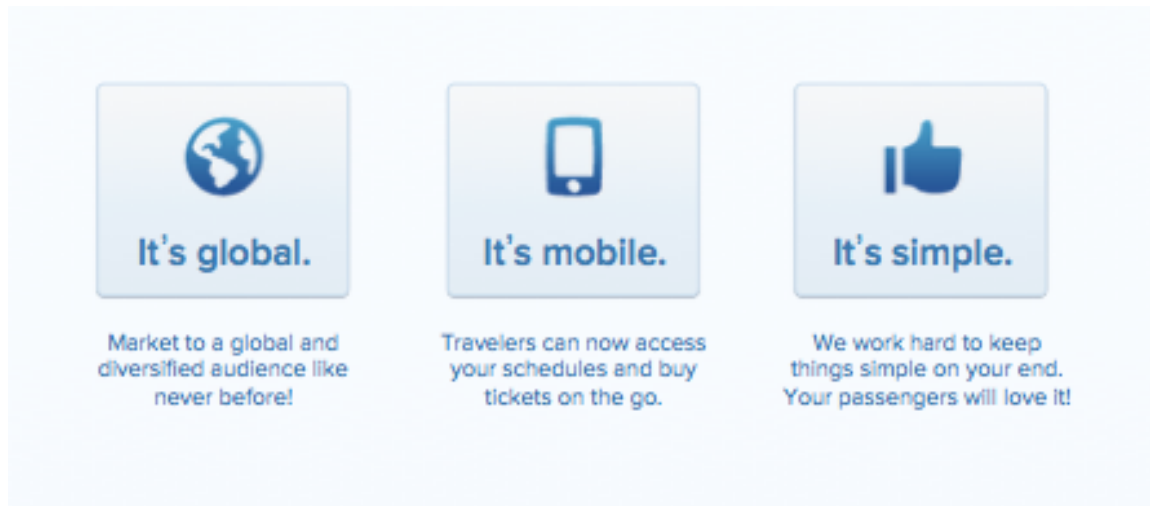
Busbud solves these problems by offering a positive and seamless user experience. By doing so, we also provide a new clientele to existing carriers.

Sell seats everywhere
From New York to Rio, we bring passengers to you

10 languages
15 currencies
4000+ cities
66 countries

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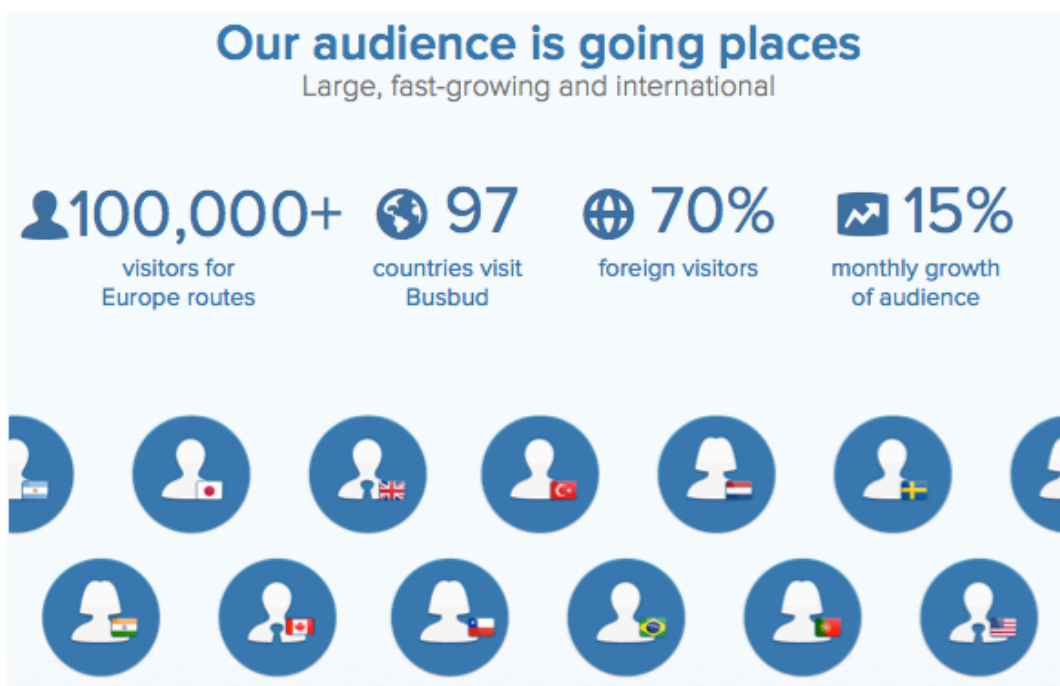
The graphic displays the Busbud website and mobile app. The website shows a search interface for bus schedules, while the mobile app shows a list of bus routes, including Orléans Express, with details like price (\$22 CAD) and duration (3h12m).



WHAT WE ALSO DO: INCREASE PASSENGER VOLUME

Since last year, Busbud has already generated a significant amount of traffic on European bus and coach routes with more than 100,000 unique visitors. As of today, more than 6,000 European routes are referred on Busbud. And we're just getting started!

As illustrated by the following Busbud statistics, our service offers huge potential for increasing the reach of bus and coach carriers to new channels and customers.





NEXT STEP: ON-THE-GO ONLINE BOOKING

Busbud is currently expanding ticketing partnerships with bus and coaches companies worldwide, namely in North America and Europe. Busbud's first partnership in Europe went live in June 2013 with iDBUS (France).

Thanks to Busbud's proprietary adaptive and scalable technology, iDBUS tickets may now be searched and booked directly through Busbud.com, and we are currently working with iDBUS to increase the number of passengers on existing routes.

As Busbud multiplies these partnerships, users and carriers alike benefit from a more simple, easy and accessible booking process.

GENERATING INTEREST FOR BUS TRAVEL WORLDWIDE

Busbud has just completed a first round of financing totalling \$1M, co-led by Canadian funds iNovia Capital and Real Ventures. Peter Kern, Managing Partner of NYC-based private equity firm InterMedia Partners and Expedia board member, as well Joe Poulin, CEO of fast-growing travel start-up Luxury Retreats, also joined in the round.

This vote of confidence not only bears witness to the soundness of Busbud business model, but also gives Busbud the means to grow the team which is dedicated to make bus travel easier for tourists and locals around the world.

By working on increasing significantly the use of bus and coach services, Busbud is also participating in putting intercity bus travel on the front page:

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S&P/TSX
12,236.49
(+10.00)

Dow Jones
15,122.39
(+10.00)

NASDAQ
3,432.00 -13.37
(-0.39%)

TSX Venture
933.11 3.05
(+0.33%)

FP STARTUPS

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Montreal's Busbud aims to make bus travel easier for tourists



QUENTIN CASEY | 13/05/29 | Last Updated:
13/06/04 3:54 PM ET

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Busbud co-founders Louis-Philippe Maurice, left, and Frederic Thoun at the Berri bus station in Montreal, where the company is based. The pair are tapping into a huge underserved market to create the Expedia of bus travel.

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<http://business.financialpost.com/2013/05/29/montreals-busbud-aims-to-make-bus-travel-easier-for-tourists/>

FUNDINGS & EXITS

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TechCrunch Now Accepting Applications for Startup Battlefield
Apply Now for SF Deadline: June 17
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Busbud, The Kayak For Intercity Bus Travel, Raises \$1M Round Led By iNovia Capital And Real Ventures

FREDERIC LARDINOIS

Wednesday, May 29th, 2013

11 Comments



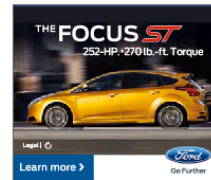
Canadian startup Busbud, which bills itself as the "Kayak for intercity bus travel," today announced that it has raised a first \$1 million funding round led by iNovia Capital and Real Ventures. Peter Karm, an Expedia board member and managing partner of private equity firm InterMedia Partners, as well as Luxury Retreats CEO Joe Poulin also participated in this round. iNovia Capital's David Nault and Real Venture's JS Courmyer will join Busbud's board.

Busbud was founded in 2011 by CEO Louis-Philippe Maurice, CTO Michael Gradek and Chief Scientist Frederic Thoun and is based in Montreal. The service currently offers bus schedules for travel between a whopping 4,379 cities in 66 countries, is available in 10 languages and supports 15 currencies. Busbud is available on the web, as well as through an iOS app.

Currently, the service has deals with a number of operators to get direct access to their schedules and sell their tickets directly, but for most routes, Busbud still sends you away to their own sites. However, the company tells me that users will soon be able to buy more tickets directly through the service.



HAVE A TIP, PITCH OR GUEST COLUMN? TELL US.



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<http://techcrunch.com/2013/05/29/busbud-the-kayak-for-intercity-bus-travel-raises-1m-round-led-by-inovia-capital-and-real-ventures/>

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Busbud: une gare d'autobus universelle

Jean-François Codère
La Presse
13 juin 2013 | 07 h 31

Cliquez pendant un voyage en autobus de 10 heures, au Brésil, qu'est officiellement née Busbud, une jeune entreprise montréalaise dont les fondateurs viennent d'obtenir un financement de 1,2 million de dollars. Le but: devenir les leaders mondiaux de la vente de billets d'autobus en ligne.

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Plus précisément, c'est à la gare, au moment d'acheter son billet, que Louis-Philippe Maurice a compris que quelque chose clochait dans l'univers des autocars. C'était à l'été 2011.

« La me, promenaie, en Amérique du Sud, j'ai pris une

Agrandir B
Louis-Philippe Maurice a profité des longues heures de route pour coucher sur papier le plan d'affaires de Busbud.
- Photo Martin Chamberland, La Presse

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<http://techno.lapresse.ca/nouvelles/internet/201306/13/01-4660744-busbud-une-gare-dautobus-universelle.php>



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